

# GROWTH... built on a few fundamentals of yesterday

Sometimes we can understand the present much better by examining the past. Our corporation owes a great deal to the fundamentals established by Sebastian S. Kresge when he entered the dime-store business in 1897. What are those elements that worked so well? They still exist today, in modern dress and wording, and will most likely still be in a hundred years.

**Here are just a few of the basics:**

**Fundamental:** Good ideas  
Sebastian Spering Kresge was  
32 years old when he opened  
his first store on Woodward  
Avenue in Detroit. His mer-  
chandising idea: "Nothing over  
10 cents." In those early days,  
the nickel items were on one  
side of the store, the dime items  
on the other.



## **Fundamental: Management training**

In 1912, Mr. Kresge issued a proclamation to his organization. Henceforth all executive advancement would be drawn from within the company; all promotions would be based strictly on merit; there would be no "patronage" either from without or within. Here is the crop of management talent who came to Headquarters for a seminar in 1920, below.



#### **Fundamental: Good people**

Myrtle Edwards Olmstead was one of the first people hired by Mr. Kresge at Kresge 1. The elegant hat in the photo, I, she made from an untrimmed one and ribbons that Mrs. Kresge gave her from store stock. She recounted the early days for the 50th anniversary issue of the Kresge News in May, 1949. Her photo, r, shows the same sweet smile, 1949 feathers.

#### **Fundamental: Friendly service**

Today's friendly recognition program is nothing new, basically. This March 9, 1940 issue of Better Times, Kresge employee newspaper then, trumpets the spring drive for customer-friends.